

Message Text

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PAGE 01 PORT M 00028 200038Z

71-62

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 MMO-04 CU-04 /025 W

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R 190445Z JAN 75

FM AMEMBASSY PORT MORESBY

TO USDOC WASHDC

USIA WASHDC

INFO SECSTATE WASHDC 1138

AMEMBASSY CANBERRA

UNCLAS PORT MORESBY 0028

PLS PASS MRS. LOREE SILLOWAY, COUNTRY MARKETING MANAGER OIM, DIBA

E.O. 11652: NA

TAGS: BEXP, PP

SUBJ: U.S. ADVERTISING SUPPLEMENT TO PNG POST COURIER TO MARK
BICENTENNIAL

1. ECONOFF SPOKE WITH PUBLISHER OF PNG'S ONLY ENGLISH LANGUAGE DAILY, THE POST COURIER, REGARDING POSSIBILITY OF NEWSPAPER PUBLISHING SPECIAL SUPPLEMENT JULY 4, 1976, TO HELP MARK BICENTENNIAL. PUBLISHER EXPRESSED GREAT INTEREST IN IDEA AND NOTED THAT AUSTRALIAN DEPT. OF TRADE PLANNING 24 PAGE SPECIAL SUPPLEMENT TO PUBLICIZE AUSTRALIAN COMMERCIAL INTERESTS. OTHER COUNTRIES EXPECTED TO DO THE SAME DURING NEXT TWELVE MONTHS.

2. RATES FOR TWELVE PAGE SUPPLEMENTS WOULD BE K300 (ABOUT US\$400) PER PAGE WITH 60 PERCENT EDITORIAL CONTENT AND 40 PERCENT ADVERTISING. EDITORIAL CONTENT COULD BE FURNISHED BY USIA AND USDOC WITH APPROPRIATE MATERIAL FROM EMBASSY AND INTRODUCTORY STATEMENT BY AMBASSADOR.

3. WE WOULD LIKE COMMENTS FROM USDOC, USIA AND STATE ON APPROPRIATENESS AND FEASIBILITY OF PROJECT. EMBASSY BELIEVES NUMBER OF U.S. COMPANIES ENGAGED IN PNG WOULD BE INTERESTED IN PURCHASING SPACE AS WELL AS OTHERS WHOSE PRODUCTS ARE SOLD HERE SUCH AS SINGER, TRAVEL FIRMS (AIRLINES), AND BANKS. USDOC MAY
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HAVE ADDITIONAL FIRMS LISTED WHO WOULD LIKE EXPOSURE AT VERY

MINIMAL COST. (POST COURIER IS READ BY ABOUT 100,000 INCLUDING VIRTUALLY ALL BUSINESSMEN AND GOVERNMENT LEADERS.) THUS USG WOULD INCUR NO COSTS FOR PROJECT.

4. GIVEN FACT THAT NO AMCHAM EXISTS IN PNG, IT IS NECESSARY THAT EMBASSY TAKE LEAD IN ORGANIZING PROJECT IF WASHINGTON AGENCIES AGREE ON ITS USEFULNESS. WE WOULD NEED FULL SUPPORT OF USIA AND USDOC, OF COURSE, TO ENSURE SUCCESSFUL PROJECT. OUR INTENTION WOULD BE TO USE "SOFT SELL" BY FOCUSING LARGELY ON BICENTENNIAL, BUT ALLOWING FOR MAJOR ARTICLE ON U.S. BUSINESS INTEREST IN PNG. EASTON

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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From: PORT MORESBY
Handling Restrictions: n/a
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TAGS: BEXP, PP
To: COM USIA
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